

## Short form Communications Strategy

August 22, 2011 draft

Issue: Triangle Lake / Hwy 36 pesticide exposure study

### Top line messages:

1. The Hwy 36 corridor is an important forestry resource in Oregon
2. Due to the local topography, some residents live under/near clear-cut areas
3. For years Hwy 36 / Triangle Lake area residents have been reporting herbicide exposure during and after commercial applications
4. In early 2010, residents of the Triangle Lake area petitioned EPA to require buffers to protect residents from pesticide spray drift, and to do a drift study
5. In June 2010 EPA did a listening tour in the Hwy 36 area
6. EPA requested ATSDR's assistance in analyzing the human health impact

The state requested EPA participate in an exposure study

7. In 2011 Oregon Department of Health developed a study to look at pre- and post-application exposure pathways in the Hwy 36 / Triangle Lake corridor
8. Oregon's study has been amended to indicate that a post-application study will only be conducted if pre-application samples meet some in trigger level
9. EPA plans to fill in any gaps in the state's study if necessary
10. KEY MESSAGE: EPA and ATSDR are working in cooperation with the state agencies on an exposure study. No credible decisions can be made in this exposure issue until and unless decision makers have valid data on which to base decisions.

### Spokesperson/people:

Press Officer/Community Involvement Coordinator Assigned: Mark MacIntyre / Kay Morrison

Project milestones six months out

what we're doing  
why we're there  
who are the partners  
how much \$  
how long will it take?

what's the answer  
outcome - what do we  
hope to have?  
- strategy?  
= more study  
very close to some timber  
magnet areas

exposure?  
pathways?  
health effects?  
reduce exposure/eliminate pathway

- \_\_\_\_\_
- \_\_\_\_\_

## Internal Communication

1. \_\_\_\_\_
2. SCOUT entry? – Holsman

## Proactive or reactive posture?

Proactive, \_\_\_\_\_

Reactive, if EPA/ATSDR determine that Oregon's response is not sufficiently protective

## Planned Press, congressional, stakeholder outreach

1. Press calls – Reaction only. Press Officer support with program staff as spokesman, will use top line messages.
2. Fact sheet to inform the public of EPA's intention to follow up on Oregon's preliminary study
- 3.

## Other potential communication/education/outreach opportunities:

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- **Background:**
- EPA recognizes the Oregon state agencies' study as the first step to establish a baseline in the exposure study. The current study is designed to look at pre- herbicide application exposure.
- EPA continues to support the State's study as well as evaluate additional studies that EPA and ATSDR may conduct independently.
- EPA is currently supporting Oregon's assessment by consulting on the study design, and by collecting the drinking water and vegetation samples.
- EPA has met with ATSDR and we concurred that a more comprehensive study which evaluates chronic and acute exposures is needed.

- EPA is planning to sample additional environmental media, specifically air, soil, and surface water, both during and following herbicide applications. This is critical to understanding potential exposure pathways.
- ATSDR is planning to collect pre- and post-application biomonitoring data and perhaps conduct an epidemiological study.

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- Coast range productivity
- Free to go requirements
- unique terrain & weather conditions